

Amendments to and Listing of the Claims:

Please cancel claims 1 – 52 and add new claims 53 – 57 as follows:

1 – 52. (cancelled)

53. (new) A method of substituting advertisements based on the predicted duration of an ad break, the method comprising:

- (a) receiving a video stream wherein the received video stream comprises a plurality of video frames;
- (b) identifying a channel identifier associated with the video stream;
- (c) determining fingerprints for the plurality of video frames in the received video stream;
- (d) determining if a known advertisement is present in the received video stream by comparing at least one of the determined fingerprints with at least one of a plurality of stored fingerprints representing one or more advertisements;
- (e) detecting the initiation of an ad break based on the determination in step (d);
- (f) predicting a duration for the ad break based at least in part on the channel identifier; and
- (g) substituting one or more advertisements for the video stream for at least part of the predicted duration of the ad break.

54. (new) The method of claim 53, further comprising:

(h) calculating a number of advertisements that can be presented within the predicted duration; and

(i) substituting the calculated number of substitute advertisements for the video stream.

55. (new) The method of claim 54, further comprising:

(j) calculating the remaining time in the ad break after the calculated number of advertisements has been substituted; and

(k) substituting an advertisement with a duration less than the remaining time in the ad break once the calculated number of advertisements has been substituted.

56. (new) The method of claim 55, wherein the advertisement with a duration less than the remaining time in the ad break is a series of still images.

57. (new) The method of claim 54, further comprising:

(j) delaying the received video stream in an amount of time approximately equal to the time for processing steps (c) through (e); and

(k) returning to the received video stream once the number of advertisements calculated in step (h) have been substituted.